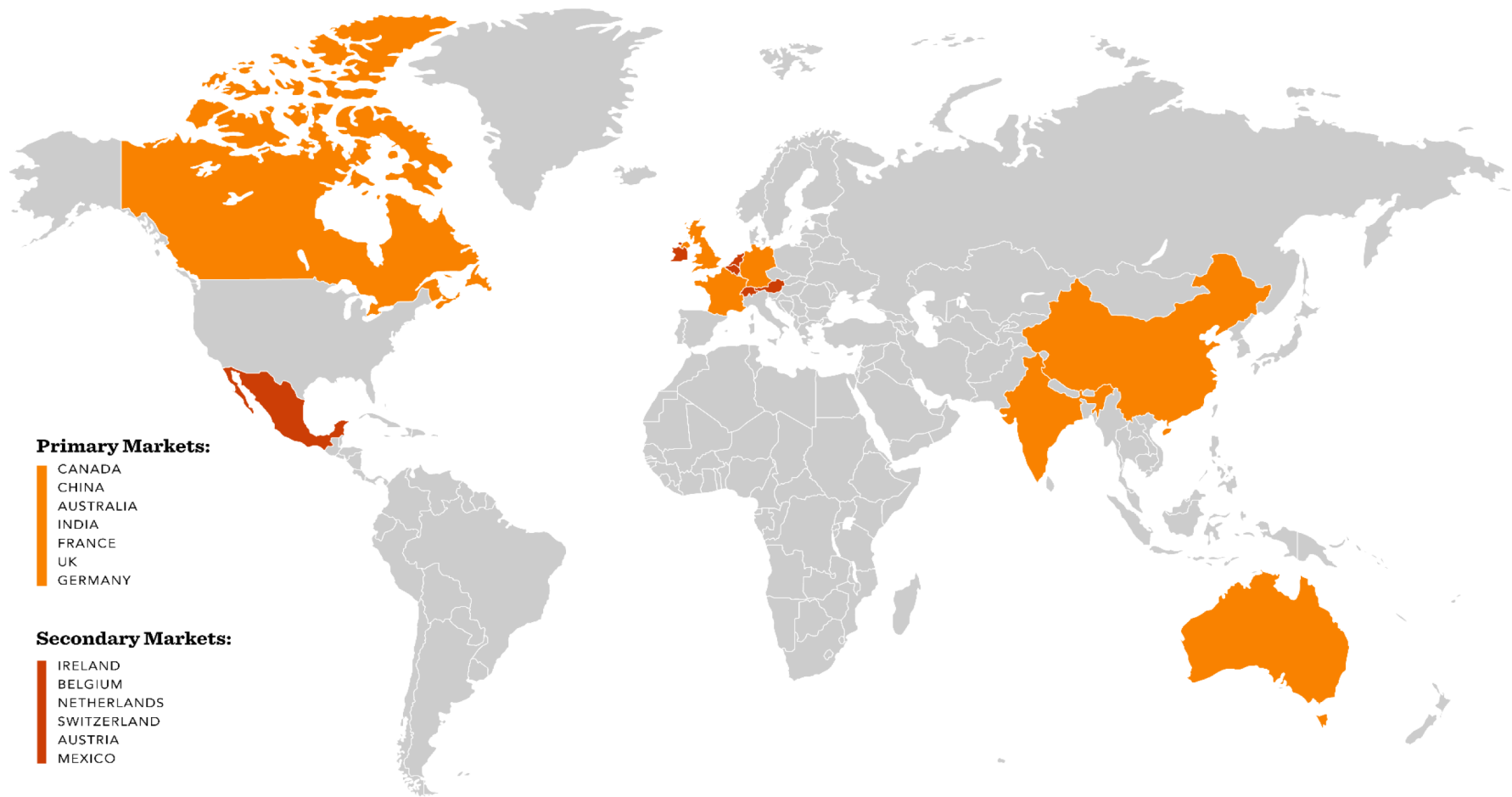




International Updates

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Global Markets Team
Utah Office of Tourism

Inbound markets of focus



Flights/Forecasts



International Portfolio – 2022





25.1%

Forecasted growth

In international spending from
2019 to 2026

18.9%

Forecasted Growth

Visits from total International
from 2019 to 2026



Looking Ahead

Upcoming Press Trips and FAMs

- **Rocky Mountaineer International Press Trip**
 - High caliber media from top global markets
 - Highlighting Mighty Five assets and local outfitters, hotels
- **UK Cycling Magazine Press Trip**
 - Key audience; high spenders with sustainability focus
 - Multiple areas and gateway communities
- **Other FAMs** include Indian and Chinese influencers, journalist solo press trips, sales incentives, multi-market Ski FAM, Visit Austria Trade/Media and more



Tree Utah Campaign



**America
Unlimited**
USA & Kanada Reisen

- **Multi-year** campaign promoting our greatest assets.
- Supporting local while connecting the visitor to Utah more directly.
 - a. Portion of booking will go toward planting trees in Utah.
 - b. Portion of booking will go toward planting trees in Germany.
 - c. Visitors can volunteer to plant a tree while in Utah if they choose to
 - d. They can view progress of tree planting area(s) over time.

A vertical poster for the Tree Utah Campaign. The background is a warm-toned photograph of a canyon with a large tree trunk in the foreground. Two people are standing near the base of the tree. The poster features the LIFE UTAH ELEVATED logo at the top right, the America Unlimited logo at the top left, and the TreeUTAHProject logo at the bottom left. Text in German and English describes the campaign and provides a link to the offer.

LIFE UTAH ELEVATED

America Unlimited

TreeUTAHProject

Der Spezial-Reiseveranstalter America Unlimited und das Utah Office of Tourism, beide mit Sitz in Hannover, sowie die NPO-Organisation TreeUtah haben gemeinsam eine spezielle nachhaltige Utah-Reise als Beitrag zur CO2-Kompensation und zum Klimaschutz entwickelt. Bei Buchung werden eine Baumspende an den Wernigeröder Stadtwald und Aufforstungsprojekte in Utah unterstützt sowie die Möglichkeit gegeben, als Volunteer während des Utah-Urlaubs aktiv Bäume zu pflanzen. Entdecken auch Sie Utahs Landschaften mit seinen Mighty 5th Nationalparks und werden Sie gleichzeitig zum Waldreiter im sagenumwobenen Harz und majestätischen Utah, USA!

Link zum Angebot: america-unlimited.de/utah

#TreeUTAHProject

TreeUTAHProject

The special tour operator America Unlimited and the Utah Office of Tourism, both based in Hannover, and the NPO organization TreeUtah have jointly developed a special sustainable Utah itinerary as a contribution to CO2 compensation and climate protection. Bookings include a tree donation to the Wernigerode Forest and reforestation projects in Utah, as well as the opportunity to actively plant trees as a volunteer during a Utah vacation. Discover Utah's landscapes with its Mighty 5th National Parks and become a forest saver in the legendary Harz Mountains and majestic Utah, USA at the same time!

Link to travel offer: america-unlimited.de/utah

#TreeUTAHProject

TREEUTAH

Upcoming International Missions and Partner Opportunities

- Brand USA Travel Week
- Belgian/Netherlands Sales Mission
- Toronto Ski Show With Ski Utah
- Australia/NZ Sales Mission
- India Sales Mission
- Canada Media Mission



LIFE

UTAH

ELEVATED

THANKS!



NINZI
DESIGNS